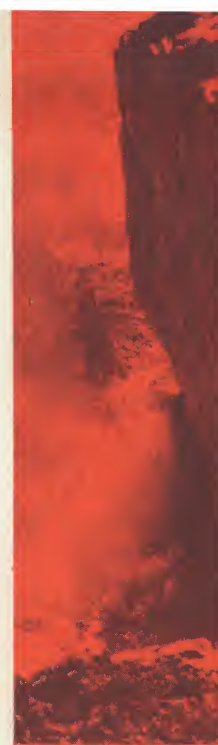


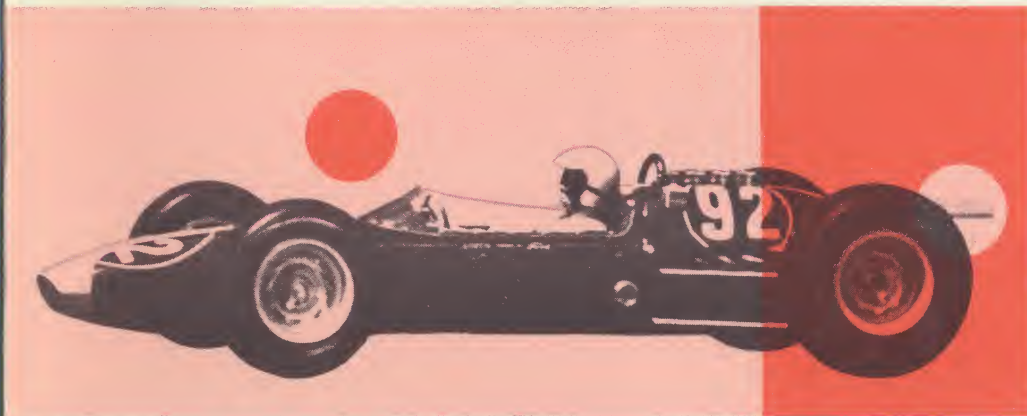


SOUND



TAPE REPEATER

GP
360 KEY-NOTER



adds life to your display

where creativity means business
GOODWAY PRINTING CO., INC.



Form No. 35355-355

HOW SOUND ADDS LIFE TO YOUR DISPLAY

Sound is man's primary means of communication. The written word seeks to imitate speech without inflection or natural emphasis. Visual images require comment or effects to feel alive.

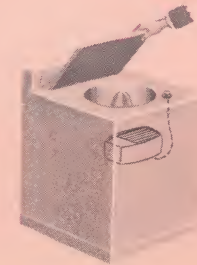
Sound is the primary means of selling. It reaches out to call for attention, it can convince, it can overcome distraction.

Sound is now a primary means of display. Here's a vibrant new kind of impact to make your product stand out from the crowd. It's basically simple . . . it's practical from every point of view. It's a dramatic new breath of life for your primary sales message.

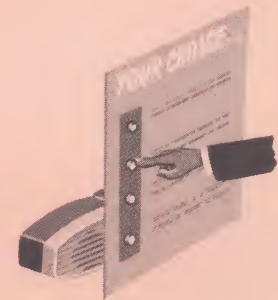
IDEAS TO MAKE CUSTOMERS STOP, LOOK, AND LISTEN



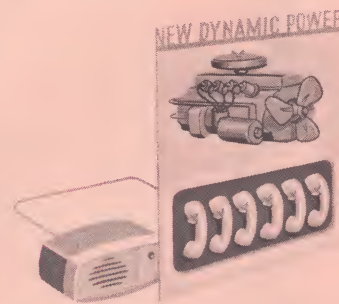
- Command attention from the aisles



- Lift lid — surprise message



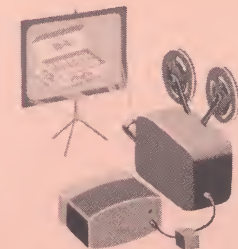
- Have audience participate



- Teach important details easily



- Cue to right dramatic moment



- Make selling entertaining

CONTROLLED . . .

NOT CONTINUOUS . . .

BROADCASTING

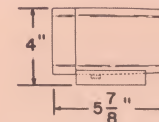
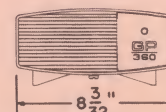
The GP360 responds to the presence of a customer; not a continuous annoying drone, but an on-cue helper welcomed by productive-minded employees.



GP360 SPECIFICATIONS

1. **Tape Feed** — $3\frac{3}{4}$ ips, constant speed regulation with WOW and flutter less than $\pm 0.2\%$; no-rewind continuous loop; CYCLE-GUARD (R) tabs spliced directly on tape loop for positive synchronization.
2. **Tape Cartridges** — a ready-to-go cartridge (see ± 3 below) provided with each GP360 tape unit without additional charge. Cartridges slip into case without need to handle tape, are interchangeable, and re-recordable.
3. **Tape Preparation** — Cartridges are prepared from a supplied customer's master tape (15 or $7\frac{1}{2}$ ips, $\frac{1}{4}$ -inch full track) and clearly marked script showing message starts and stops. Tapes are then re-recorded, **cycle-guard** tabs spliced in, loop formed, and loaded onto cartridges.
4. **Message Length** — Standard message lengths are 30 or 60 seconds, with 1 cycle-guard tab. Optional A: message length of 1 minute total time can be divided as desired into individual spots by cycle-guard tabs. Allow 4 seconds minimum between tabs. Optional B: message lengths of 3 and 6 minutes available at slightly higher costs. The 3 or 6 minutes may be divided as desired by cycle-guard tabs (charged per tab, per unit) with a minimum of 3 seconds between tabs.
5. **Visual Synchronization** — Can be prepared for activation of most stand-ard projectors and visual equipment. Details upon request.
6. **Circuitry** — Ultra-reliable, all solid-state, including 5 transistors.
7. **Output** — Output to speaker is 23 db(m) or 200 mW from a push-pull amplifier into a $2\frac{1}{2}$ inch dyna flux (permanent magnet) speaker. Adjustable volume control. Response suitable for voice, music, and effects clearly distinguishable at a distance of at least 25 yards at maximum useable volume. Fidelity: 300 cps to 3 Kcs.
8. **Power** — **Built-in:** 4 ordinary c-type flashlight batteries (all units complete with initial set). Optional: AC conversion kit, Model PS01, operates on ordinary house current (110 VAC, 60 cycle) and consumes less than 5 watts.

9. **Size** — Drawing)



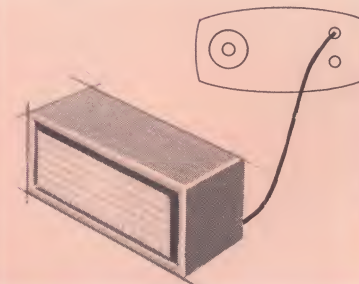
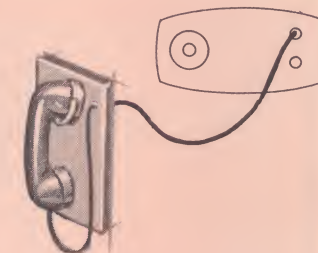
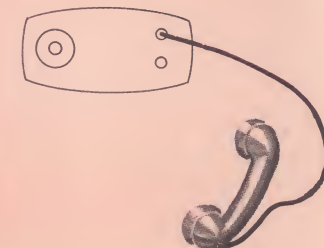
10. **Weight** — $3\frac{1}{2}$ lbs.

30 DAY WARRANTY INCLUDING ALL PARTS AND LABOR

The GP360 is guaranteed to work **perfectly** or we'll replace it **free of charge** (backed by a written guarantee).

WIDES

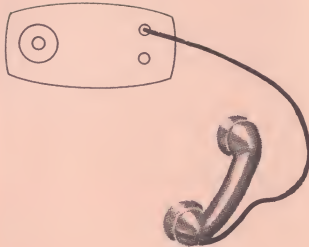
EXTERNAL



WIDEST LINE OF ACCESSORIES...

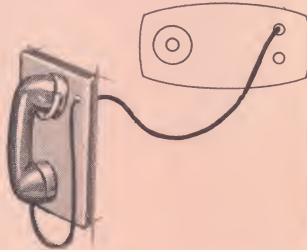
Plug-in Ready-To-Go, Maximum Creative Latitude

EXTERNAL SPEAKING DEVICES...

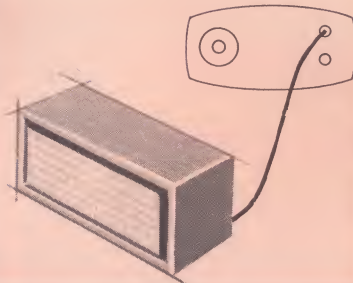


HANDSET GROUP . . . for private communication.

Model HS01 Handsets and Junction Box JB01 allow 1 (one) GP360 to power up to 6 (six) phone-type handsets. Plug a single handset Model HS01 directly into "OUTPUT" on back of GP360 Tape Unit.



Model HS02 Handset and Hanger combines external speaker and remote-control functions into one unit. Lifting handset from hanger triggers message. Can be used in combination with Models HS01 and JB01 for multi-handset operation.



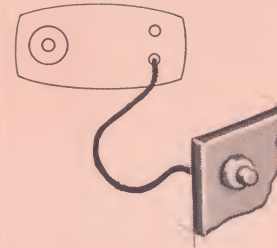
EXTERNAL SPEAKER GROUP . . . several models to extend audio range. Model SP/N-105 is a 6-inch oval external speaker, self-cased in handsome wood cabinet. Model SP/N-205 for outdoor use, in a sealed cabinet.

OTHER PERSONAL RECEIVERS AND HI-FI SPEAKERS AVAILABLE

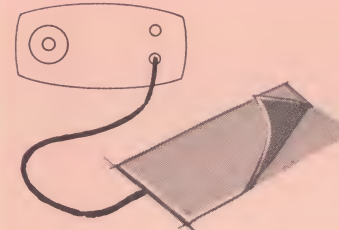
CREATIVE AND STUDIO SERVICES

A complete staff of writers, directors, and technicians plus a complete recording studio and laboratory are available. Both advertisers and agencies will find these services (part of package) real money-savers due to long-term contract rates we secured to aid GP360 sales.

REMOTE-CONTROL OPERATIONS...



PANEL-MOUNTED PUSH-BUTTON . . . Model SW/M-100 allows command button to be located anywhere.



FOOT SWITCH . . . Model SW/F-101 provides a big 2 foot wide plate for hidden remote-control.

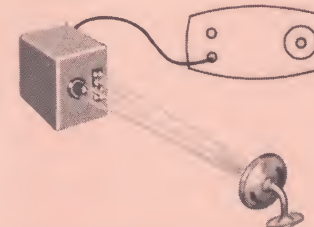


PHOTO CELL SWITCH . . . Model SW/C101 Complete photo cell system with light source, cell, and switch. Requires provided mirror to be set to reflect light beam back to cell. Both unit and mirror mounted on universal swivel bracket. Complete with 6 feet AC power cord and plug.

PROXIMITY SWITCH . . . Model PX01 triggers the GP360 Tape Unit when anyone comes within 2 feet of it. Needs no physical contact, no light beam, works electronically from nearness of human body alone.

GP 360

KEY-NOTER

GP360: A COMPACT, TOUGH, ATTRACTIVE DESIGN FOR USE ANYWHERE

- **BATTERY POWER** (or AC*) . . . completely cordless operation; locate your display without regard to plugs or power lines.
- **COMPLETELY AUTOMATIC** . . . No on-off switch — uses power only when triggered to play message; continuous loop — no rewind.
- **WEIGHS ONLY 3½ LBS.** . . . mounts easily even on lightweight display construction.
- **MODERN STREAMLINED DESIGN** . . . whether you hide it or not, the trim size fits in anywhere.

GP360: USE IT DOZENS OF WAYS, ALL PROBLEM FREE

- **MESSAGE LENGTHS FROM 6 SECONDS TO 6 MINUTES*** . . . standard message 1 minute, optional times to fit your needs.
- **CYCLE-GUARD (R) LOCKS IN SYNCHRONIZATION** . . . messages can't start or stop in the wrong place.
- **TRIGGERS ON TOUCH, LIGHT* OR PROXIMITY*** . . . just touch front button; or, plug-in wide range of accessories.
- **CLEAR SOUND FOR BEST PRESENTATION** . . . 5-transistor electronics featuring hi-fi push-pull output.

* optional

TAPE REPEATER

GP 360

KEY-NOTER



where creativity means business
GOODWAY PRINTING CO., INC.



Form No. 35355-355

HOW TO GET AN IMMEDIATE DEMONSTRATION OF THE GP360

In addition to the sale representatives listed, there are 7 Goodway plants across the country to expedite demonstrations, delivery, and service. Please call or write your nearest Goodway representative or

POINT-OF-PURCHASE DEPT.

GOODWAY PRINTING COMPANY, INC.

4030 CHESTNUT ST.

PHILADELPHIA, PA.

or your nearby Goodway Representative

PLANTS:

NEW YORK, N. Y., 157 West 57th St., (Repro Services) (212) CI 5-6940
BURLINGTON, MASS., N. W. Industrial Park, Bldg. 3 (617) BR 2-2690
FULLERTON, CALIF., 1835 W. Commonwealth Ave. (714) 871-7730
NORTH PALM BEACH, FLA., 102-103 Lakeview Bldg. (305) 848-8260
PHILADELPHIA 4, PENNA., 4030-40 Chestnut Street (215) EV 2-5570
PITTSBURGH, PA., 209 Richland Ave., Dravosburg, Pa. (412) HO 9-0441
WASHINGTON, D. C., 604 So. Ball St., Arlington, Va. (703) OT 4-5363

SALES OFFICES:

AKRON, OHIO, 1963 West Market Street.....216 836-2420
SHELTON, CONNECTICUT, 44 Soundridge Road.....203-333-0127
CHICAGO, ILLINOIS, 17 East Chestnut Street.....312-944-2622
BUFFALO, NEW YORK, 35 Roetzer Street.....716-896-9650
NEW ORLEANS, Louisiana, 520 Natchez Avenue.....504-525-5000
MINNEAPOLIS, MINNESOTA, 2736 Lyndale Avenue South..612-827-4725
TERRE HAUTE, INDIANA, P. O. Box 727.....Wabash 1170